

Local Papers And Publications

In most every city – large or small, households receive free or low cost monthly, local publications. These contain interesting stories the editors feel would be of value to that area. 35%-50% of these publications are advertisements.

These publications are a very good source to explore for your own Personal Chef Service and/or Dinner Party ad(s). Generally, these ads are quite affordable with a good reach in your own service area.

A quarter page is typically enough space to identify your business, and provide just enough information to intrigue the reader. Your goal of course is a phone call, email or visit to your website for additional information. A half page makes a bigger splash, but don't be tempted to fill that space up with words. Few people are going to read a ton of information. They are drawn to the ad for color, image(s) and a hook line that makes them spend 15-20 seconds looking at your ad.

